

# Index for 1984

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### Ecology—General

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### Finance—Banking Industry

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### Finance—Credit

Credit Insurance: A Receivables Management Tool for Small Business / Richard F. Wacht / Page 08 / Oct 84:02 / Managers of many small firms are unaware of both the availability of commercial credit insurance to cover business credit losses and its potential usefulness as a credit and collection tool.

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Laws to protect citizens' privacy, to shelter homegrown computer hardware and software industries, and to maintain national control over economic decision making.

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### International Business—General

How to Avoid Business Blunders Abroad / David A. Ricks / Page 03 / Apr 84:01 / Would you eat a chocolate candy called "Zit"? Or fly on an airline named "Misery"? Or buy a car whose name means "Killer"? Neither would a lot of other people!

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Japanese Productivity: Advances in Production and Marketing / Nicholas C. Williamson / Page 16 / Apr 84:03 / The success or failure of a Japanese manufacturer depends almost entirely on its product strategy. Whereas in the United States product quality is a swing variable between long- and short-term goals, in Japan it is considered strategic.

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How the Japanese Manage and Develop Human Resources / Nicholas C. Williamson / Page 17 / Jan 84:03 / Techniques such as the committee method, the problem-definition process, the internal labor market, and slow promotion distinguish the Japanese approach to productivity from the American.

How to Develop a Company Moving Policy / Fernstrom Moving System / Page 38 / Oct 84:07 / One of the nation's oldest private moving firms offers a step-by-step guide to developing a comprehensive written company moving policy.

How to Evaluate Your Sales Force / Wm. Theodore Cummings and Mark R. Edwards / Page 30 / Apr 84:05 / The performance appraisal system used to evaluate a geographically dispersed sales force must be job related, reliable, valid, standardized, and practical.

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### **Management—Leadership**

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### **Management—Planning/Analysis/Strategy**

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### **Management—Productivity/Quality of Worklife**

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### Management—Training and Development

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### Marketing—Advertising

Regulatory Reform at the FTC / Bruce Yandle / Page 53 / Jul 84:10 / A former Federal Trade Commission executive director discusses regulatory reform at the agency under the Reagan administration.

### Marketing—Planning/Analysis/Strategy

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### Marketing—Retailing/Wholesaling

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### Production—General

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### Small Business—General

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